

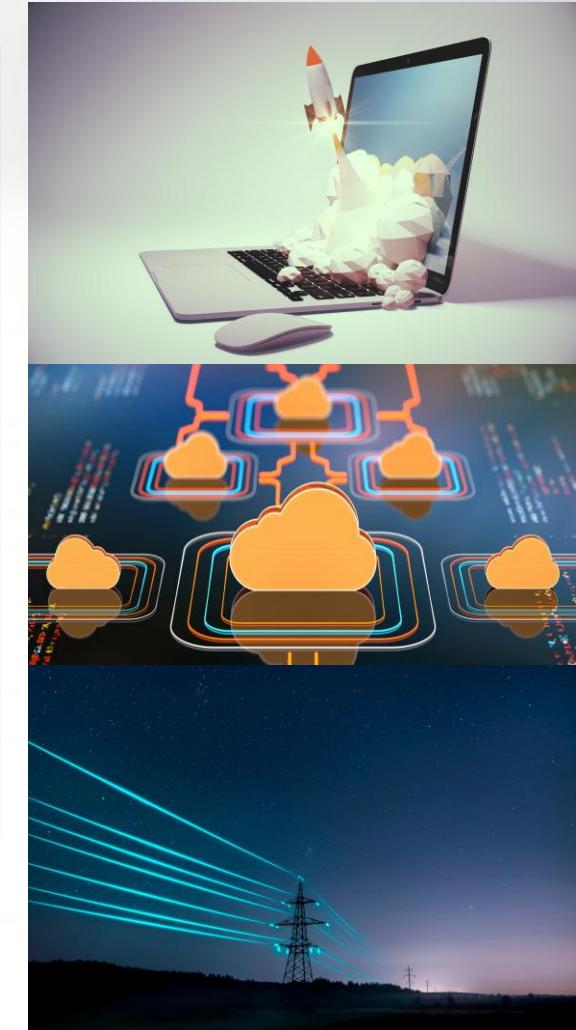
A wide-angle photograph of a dramatic sky. In the upper left, large, billowing cumulus clouds are illuminated from below by the setting or rising sun, casting a warm glow. In the upper right, a bright lightning bolt strikes down from a dark, turbulent cloud. Below the horizon, a city at night is visible, with numerous lights from buildings and streets forming a glowing arc along the Earth's curvature.

American Weather Enterprise Association (AWEA)

**...for a safer, secure, and more
competitive America.**

BLUF: AWEA Fills a Longstanding Void

- Establish a Weather Enterprise identity for the future.
- Advocate for pro-growth, job creation, and public-private partnerships.
- Create a unified voice to articulate the importance and value of the Enterprise.
- Enable and sustain a resilient, efficient, and end-to-end weather value chain.





VISION STATEMENT

A united voice advancing the Weather, Water, and Climate Enterprise to best meet the growing and changing needs of businesses, communities, and individuals.



MISSION STATEMENT

We champion the Weather, Water, and Climate Enterprise by promoting awareness, advocating for strategic priorities, and strengthening partnerships to ensure our nation's safety, security, and global competitiveness.



VALUES

Integrity • Science & Technology-Driven • Collaborative • Nonpartisan • Transparent • Accountable • Forward Thinking

The Longstanding Need for a Unified Voice



Why Now?

Current Events

Government reform demands our united voice

Confusion

Countering misconceptions about forecasting

Risks

Increasing extreme weather and vulnerabilities

Valuation

Quantifying value of the Enterprise

Competition

Domestic and international special interests

Strategic Advocacy Is No Longer Optional!

Why the American Weather Enterprise Association (AWEA)?

- Powerful, Unified Advocacy with Well Respected Representation**

Amplify your organization's advocacy with Becker Federal Government Relations Team.

- Shared Investment Leads to Greater Impact**

Be a part of a larger voice to achieve what no one organization can accomplish alone.

- Economic Valuation Report That Commands Attention**

Help justify future investments and drive national policy decisions.

- Elevated Brand Visibility & Public Understanding**

Fosters growth opportunities through strategic branding.

- Recognized Leadership in a Critical National Function**

Align with a respected coalition of members that serve a lifesaving, defense, and economic mission.

- Dedicated Staff Driving Sustained Results**

Leverage the leadership and professionalism of a efficient, experienced staff who are laser-focused on achieving meaningful results and accountability.



“Membership isn’t just a subscription—it’s a strategic partnership in shaping America’s weather enterprise future.”

Enterprise
Leading
Voice

Business
-to-
Business

Attention
When
Wanted

Defining
the Future

Advocacy
Knows No
Boundary

Discretion
When
Needed

Increased
Exposure

How Will AWEA Benefit the Weather Industry Sector?

Strong Return on Investment...

- Direct Congressional and Administration engagement
- Monthly newsletter on insights, progress, opportunities, etc.
- Access on the Hill, with Congressional Fly-ins, briefings, and Weather Day Events
- Economic Valuation Studies
- Marketing on value of commercial weather services across economic sectors (e.g., energy, transportation, insurance)

Advocacy Goals...

- Pro-growth initiatives (e.g., technological upgrades, infrastructure advancements, expanded observation systems)
- Seed funding/grants fostering research to commercialization
- Value of essential government contracts
- Public-private partnerships (e.g., CRADAs)
- Streamline federal contracting process
- Strategic discussions on enterprise growth
- Private sector roles in extreme events (Supplemental funding opportunities)

*Already investing in government relations activities?
AWEA efforts can amplify your individual advocacy.*

How Will AWEA Benefit Weather-Dependent Businesses?

Strong Return on Investment...

- Direct Congressional and Administration engagement
- Monthly newsletter on insights, progress, opportunities, etc.
- Access on the Hill, with Congressional Fly-ins, briefings, and Weather Day Events
- Economic Valuation Studies
- Marketing on value of commercial weather services across economic sectors (e.g., energy, transportation, insurance)

Advocacy Goals...

- **Pro-growth** initiatives (e.g., technological upgrades, infrastructure advancements, expanded observation systems)
- **Marketing** of good corporate responsibility to building community resilience across America. Your customers' safety is a priority of your company.
- **Value** of specific products, data, and services that **impact your bottom line** (e.g., supply chain vulnerabilities, physical assets).

*Already investing in government relations activities?
AWEA efforts can amplify your individual advocacy.*



How Will AWEA Benefit the Academic Sector?

Strong Return on Investment...

- Direct Congressional and Administration engagement
- Monthly newsletter on insights, progress, opportunities, etc.
- Access on the Hill, with Congressional Fly-ins, briefings, and Weather Day Events
- Economic Valuation Study
- Marketing on value of commercial weather services across economic sectors (e.g., energy, transportation, insurance)

Advocacy Goals...

- Pro-growth initiatives (e.g., technological upgrades, infrastructure advancements, expanded observation systems)
- Seed funding/research grants fostering research to operations and/or commercialization
- Value of essential government contracts
- Strategic Discussions on Enterprise Growth
- Public-private-academic partnerships
- Pro-job creation for future employees

*Already investing in government relations activities?
AWEA efforts can amplify your individual advocacy.*



How Will AWEA Benefit Professional Societies?

Strong Return on Investments...

- Monthly **newsletter**
- **Economic Valuation Studies**
- Partnership opportunities beyond traditional community that can **increase membership**
- More opportunities and **visibility** of members and partners on Capitol Hill
- **Sponsorship** opportunities by AWEA

Advocacy Goals...

- Identify public-private-academic partnership opportunities
- Showcase the value of in-person conferences
- Support pro-growth initiatives (e.g., technological upgrades, infrastructure advancements, expanded observation systems)
- Encourage pro-job creation and training to ensure an optimal future workforce

AWEA is committed to working in close partnership with NWA, AMS, IAEM, AGU, and other professional societies.





Take the Next Step...

Contact the AWEA Executive Director
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